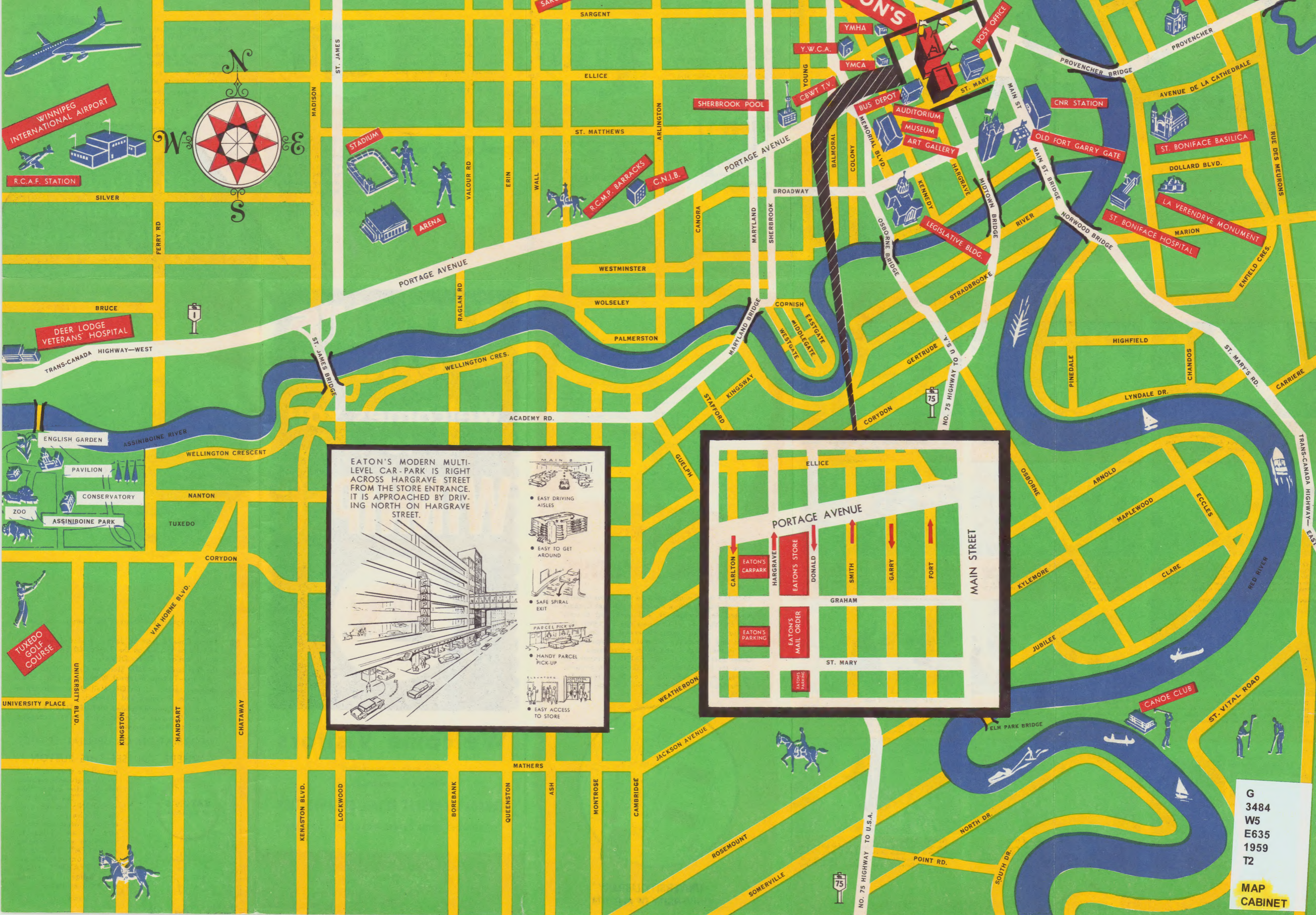


AND ENVIRONS

WINNIPEG—Gateway to the West. Incorporated over 80 years ago, Greater Winnipeg now boasts a population of almost 435,000. A focal point for Canada's two great railways, it contains the largest privately owned railway yards in the world, is a meat packing centre for the West and the home of a large and ever-growing garment industry. A beautifully treed city, its handsome public buildings, wide streets and 58 parks present an impressive appearance to the visitor.



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MAP CABINET

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Coast to Coast in Canada
It's EATON'S for friendly service

COUNTRESS OF DUFFERIN
First locomotive in Western Canada... built for the Great Northern Railway in 1872, and brought to Winnipeg by Red River barge on October 9, 1877.

ASSINIBOIA DOWNS
Canada's newest race track. Completely modern grandstand seats five thousand west on Portage Avenue.

WINNIPEG ZOO
Located in Assiniboine Park. Largest of Winnipeg's beautiful spots, five miles west of the city. The Conservatory and Palm House and the English flower garden are favourite points of call.

ST. ANDREW'S LOCKS
Situating about 20 miles north of downtown Winnipeg—a most excellent spot for fishing. Accessible by car on Highway No. 1 east side of the Red River. Henderson Highway on the east side of the Red River.

LOWER FORT GARRY
Built in 1839 from stone quarried from the banks of the Red River. Until 1911 it was operated as Fur Trade centre for all of western and Central Canada. Now preserved as monument to pioneer settlers of the Red River Valley.

LEGISLATIVE BUILDING
Broadway Avenue
highlight among public buildings in Canada features the world-renowned dome is the famed Golden Boy.

WINNIPEG ARENA
The newest sports arena in Western Canada, opened in October, 1955. The home of the Winnipeg Warriors Hockey Club. Seating capacity for 8,793—with standing room for 1,500 fans.

ART GALLERY
Located on the Third Floor of the Winnipeg Auditorium. Here the visitor can see a permanent collection of fine art.

GOLF COURSES
Golf ranks first in popularity among Winnipeg residents. 12 excellent courses, 2 of them civic owned and open to the public.

STADIUM
The home of the Winnipeg Goldenpates Baseball Club. The stadium, home of the Winnipeg Blue Bombers Rugby Football Club.

AUDITORIUM
One of the finest Auditoriums in Western Canada and home of the largest Musical Festival in the Commonwealth. Opened in 1932, it has a seating capacity for 4,200 in the Main Hall.

ST. BONIFACE BASILICA
Built on the site of the West's first Roman Catholic Church. This is the church noted in the poem by James Greenleaf Whittier, "The Red River Voyageur".

FORT GARRY GATE
Opposite the C.N.R. station, behind the Fort Garry Hotel. This is part of the stone fort re-built in 1835, the original wooden fort being washed away by Spring floods in 1826.

ROSS HOUSE
Winnipeg's first Post Office restored and located in the parking lot on Higgins Avenue, opposite the C.P.R. station.

WINNIPEG BASEBALL STADIUM
The home of the Winnipeg Goldenpates Baseball Club. The stadium, home of the Winnipeg Blue Bombers Rugby Football Club.

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DEPARTMENTS OF SPECIAL INTEREST TO AMERICAN VISITORS

GRILL ROOM—Fifth Floor
One of the most popular dining places in Winnipeg, the Grill Room has a quiet, dignified atmosphere, excellent cuisine and the service is prompt. Lunch time or tea time, you'll be tempted by a menu of delicious suggestions.

CASUAL SHOP FOR MEN—Main Floor
Where smart men gather! Here you'll find imported and domestic clothing, furnishings and footwear. Casual and dress wear—all in one handy shop within our Store, at Portage and Hargrave entrance.

SWEATER SHOP—Fourth Floor
Beautiful sweaters from England and Scotland... downy soft cashmeres, lambs' wools, Shetlands and botanics present a fashionable sweater picture and receive a rousing welcome in the American Woman's wardrobe.

VALLEY ROOM—Fifth Floor
Our new ultra-modern Cafeteria and adjoining Restaurant Bar make dining at Eaton's a real pleasure... both are air-conditioned for your comfort and the food served in these two inviting new dining places is delicious!

ENGLISH CHINA—Third Floor
The world's finest china can be found at EATON'S. You'll recognize such famous names as Aynley, Minton, Wedgwood, Coalport, Royal Doulton, Royal Crown Derby, as well as Orrefors Swedish crystal—exclusive with EATON'S!

SILVER SHOP—Main Floor
A sparkling array of beautiful silver shines from the Silver Shop on the Main Floor. Treasured imports from Denmark from Sheffield, England, and from our own leading Canadian manufacturers, can be found here.

DIAMOND COUNTER—Main Floor
Here you will find our own flawless La Reine diamonds and La Reine cultured pearl jewellery... a precious collection of artistic settings and designs, all exclusive to Eaton's.

FASHION SALON—Fourth Floor
From as far away as Paris, London and Switzerland, and from our own Canadian style centres, come the beautiful fashions that have made EATON'S Fashion Salon the favourite shopping centre of the well-dressed woman.

THE LINEN SHOP—Second Floor
A treasure house of lovely linens—where you can browse and buy shimmering damasks from Ireland, delicate embroidery from Switzerland and the Madeira Islands, elaborate banquet cloths from Italy. Located just off the Household Linens Department, Second Floor.

FUR SALON—Fourth Floor
Magnificent furs bring a feeling of luxury... an air of elegance. And EATON'S furs are famous for their quality as well as their superb styling! Your fur coat from EATON'S carries the famous EATON'S guarantee: "Goods Satisfactory or Money Refunded"

"TRAPPER POINT" BLANKETS—Second Floor
Exclusive to EATON'S! Luxurious, English-made, all wool "Trapper Point" blankets in a wide array of lovely colours, sizes and weights. Woven for superb warmth and wearing qualities. Household Linens, Second Floor, South.

FISHING TACKLE—Third Floor
Fine quality fishing equipment for all types of fishing! See EATON'S wide choice of imported tackle from Sweden, France and Great Britain—and also a large variety of well-known Canadian-made equipment. Fishing Tackle, Third Floor.

VISIT OUR SOUVENIR SHOP — SECOND FLOOR

EATON'S PARKING FACILITIES

EATON'S in Winnipeg provides the utmost in parking convenience with a modern, multi-level Carpark located on Hargrave St. and connected directly with the store by an Overpass and a Tunnel, thus providing direct, protected access to our Third Floor and Basement. Automatic passenger elevators in the Carpark add to its convenience. Other parking facilities for EATON customers include the lot behind the Bus Depot with entrance on Hargrave St., and the lot on St. Mary south of the Mail Order Building, with entrance on Donald St.

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EATON'S OF CANADA
welcomes you to
WINNIPEG

Welcome Visitors

This map is presented with the compliments of
CANADA'S LARGEST RETAIL ORGANIZATION
STORES AND ORDER OFFICES FROM COAST TO COAST

THE T. EATON CO. CANADA LIMITED
WINNIPEG CANADA

- Located right in the Heart of the Downtown Shopping District.
- Across Canada, from St. John's, Newfoundland on the Atlantic to Victoria on the Pacific—60 EATON stores and hundreds of Order Offices.
- The four largest EATON Stores in Canada's four largest cities—Toronto, Montreal, Winnipeg and Vancouver.
- Regional centres of EATON Mail Order organization at Toronto, Winnipeg and Moncton.
- Dominion of Canada founded 1867—EATON'S founded 1869—A Company which has grown up and expanded with the country it serves.

INFORMATION OR SPECIAL SERVICE WHERE YOU SEE THIS BUTTON

Around the store you'll find certain personnel wearing this distinctive button. They are your "Special Hosts" at EATON'S and are qualified to give you any information or assistance necessary. We are all here to help make your "shopping stay" at EATON'S a happy one so contact someone with an "EATON'S of Canada" badge if you need any extra assistance.